

# THE OPEN UNIVERSITY OF TANZANIA



## International Conference on the Future of Tourism (ICFT)

**16<sup>th</sup> -17<sup>th</sup> April 2019**

**Organized by: The Open University of Tanzania**  
**Venue: Njiro VETA Hotel, Arusha-Tanzania**

**Proceedings Editors Prof. Jan-Erik  
Jaensson Dr. France Shayo**

The Open University of Tanzania  
Kawawa Road,  
P. O. Box 23409  
Dar es Salaam,  
TANZANIA

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**ISSN - 2507-7821**

**ISSN - 2507-7872** [Online Publication]

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## FOREWORD

### **Dear Authors and Esteemed Readers**

It is with deep satisfaction that I write this Foreword to the Proceedings of the 2<sup>nd</sup> International Conference on the Future of Tourism (ICFT) held in Arusha, Tanzania, April 16 - 17, 2019.

ICFT continues a tradition of bringing together researchers, academics and professionals from all over the world, experts in tourism and hospitality. The conference particularly encouraged the interaction of research students and developing academics with the more established academic community in an informal setting to present and to discuss new and current work. Their contributions helped to make the Conference as outstanding as it has been. The papers contributed the most recent scientific knowledge known in the field of Sustainability of Tourism; Domestic Tourism and SMEs Development; Tourism and Economic Development; Culture and Tourism; Innovation in Tourism; Customer Care in Tourism; Methods of Measuring Tourism; and National Tourism Policy.

In addition to the contributed papers, two invited keynote presentations were given: by Mr. Richald Rugimbana, the Executive Secretary of Tourism Confederation of Tanzania who spoke about the Issues for future tourism development with special focus of Tanzania; and Prof. Zororo Muranda, Pro-Vice Chancellor, Chinhoyi University of Technology in Zimbabwe who gave presentation on the Future of tourism: Tourism of the future.

The Conference was preceded by a tailor made training in *e-Tourism and Management of World Heritage sites*. The facilitators of training were: Prof. George Oreku, a professor of ICT from the Open University of Tanzania and Mr. Erick Kajiru, an expert of Management of UNESCO World Sites from the UNESCO Commission in Tanzania.

These Proceedings will furnish the scientists of the world with an excellent reference book. I trust also that this will be an impetus to stimulate further study and research in all these areas.

We thank all authors and participants for their contributions.

### **Ladislaus F. Batinoluho, PhD**

Conference Coordinator

Department of Tourism and Hospitality Management

P. O. Box 23049, Dar es Salaam, Tanzania

Tel: +255 767 636606

Email: tourism@out.ac.tz

Website: <https://icft.out.ac.tz>

## NEW MEDIA AND SOURCE MARKETS FOR DOMESTIC TOURISM IN TANZANIA: CASE OF SOUTHERN NATIONAL PARKS

Kezia H. Mkwizu  
African Gifts,  
kmkwizu@hotmail.com

Emmanuel Patroba Mhache, Harrieth G. Mtae, and Deus D.P. Ngaruko  
The Open University of Tanzania,

### **Abstract**

*This paper analyses new media and source markets for domestic tourism. The specific objectives are to determine sources of domestic tourists, and establish the relationship between social media as a source of information to tourists and source markets for domestic tourists. This study was conducted in Southern National Parks in Tanzania namely Mikumi, Udzungwa and Ruaha. Data collected from 300 respondents were subjected to descriptive statistics and Chi-square test analysis. Findings showed that, Dar es Salaam, Morogoro, Mbeya and Arusha are the major sources of tourists for Mikumi National Park; Dar es Salaam, Morogoro and Tanga for Udzungwa National Park; and Iringa and Dar es Salaam for Ruaha National Park. The results proved no significant relationship between social media as a source of information and source markets for domestic tourists visiting Mikumi and Ruaha National Parks while there is a statistically significant relationship between social media as a source of information for domestic tourists and source markets for domestic tourists visiting Udzungwa National Park. The outcome of this study can guide various stakeholders and policy makers in marketing activities and encourage social media as a new media of information in relation to source markets for the future of domestic tourism.*

**Keywords:** new media, source markets, domestic tourism

### **Introduction**

Tourism in Africa for the first four months of 2018 showed promising growth rate of 6% thus performing better than the Middle East (4%) and the Americas (3%) (UNWTO, 2018). Mustafa (2012) noted that development of tourism should have similar efforts to expand domestic tourism. Domestic tourism has a number of challenges including limited data (Mustafa, 2012). Recent scholars have also highlighted on the need to use media for domestic tourism (Al-Badi, Tarhini and Al-Sawaei, 2017; Mkwizu, 2017, 2018a, 2018b; Mkwizu, Matama

and Atuzarirwe, 2018; Mkwizu, Mhache, Mtae and Dominic, 2018; Roth-Cohen and Lahav, 2018).

Although people travelling domestically worldwide are more than international tourist arrivals, less is known about the source markets for domestic tourism. Various scholars and reports have focused on source markets for international tourism (Kazuzuru, 2014; National Bureau Statistics and Bank of Tanzania, 2017; Tanzania Tourist Board, 2017; UNWTO, 2018), and thus creating a knowledge gap on source markets for domestic tourism. There are even fewer studies that examine new media and source markets for domestic tourism. In bridging the literature gap, this paper analyses new media and source markets for domestic tourism. Specifically, this study determines source markets of domestic tourists, and establishes the relationship between social media as a source of information to domestic tourists visiting national parks and source markets for domestic tourists.

## **Literature Review**

### **New Media**

Generally, new media is defined as a result of progression from classical mass media to new online media (Rosa, 2012). New media is a concept which refers to social media or digital media like digital television (Ghosh, 2016). For purposes of this paper, new media is social media.

### **Source Markets**

Source markets as a terminology in tourism is mainly associated with international tourism, for example, inbound tourism revenue per visitor by source market is one of the core indicators of tourism competitiveness (Dupeyras and MacCallum, 2013). The paper by Dupeyras and MacCallum (2013) further highlights that the range of source markets provides valuable information on strength in growth or declining markets to alert policy makers on the relative strengths, weaknesses and future actions.

In Tanzania, according to the National Bureau of Statistics and Bank of Tanzania (2017), the top 15 source markets for international tourism by percentage are Kenya (18.2%), USA (6.8%), India (5.4%), UK (5.3%), Burundi (4.9%), Germany (4.5%), Italy (3.9%), Rwanda (3.7%), South Africa (3.4%), Uganda (2.9%), China (2.7%), Zambia (2.2%), France (1.9%), Dutch (1.9%) and Israel (1.8%). However, while there is statistics on market share for international tourists by showing source market percentage for international tourists arriving in Tanzania, there is no statistics on source markets for domestic tourists arriving in Tanzania's national parks.

Therefore, for purposes of this paper, source markets as a concept is associated with domestic tourism. Furthermore, in this paper, the concept of source market

refers to source markets by percentage for domestic tourists arriving in Tanzania's national parks.

### **Theoretical framework**

The theoretical framework for this paper is guided by economics of information theory originated by Stigler in 1961. Economics of information theory puts emphasis on information to the consumer particularly conveying information to consumers (Bagwell, 2005). Hence, economics of information theory is concerned with the variables of information and consumer. Stigler (1961) advocated for advertising information to the concept of price dispersion. Further development of economics of information theory is noted in a study by Kronenberg et al. (2015) that examined information in terms of advertising expenditures in relation to a destination based on international tourists of the sending countries.

Therefore, this paper adopts economics of information theory in examining information in terms of social media as source of information in connection to the concept of source markets for domestic tourists visiting national parks. Hence, this paper argues that there is a significant relationship between social media as a source of information and source markets for domestic tourists visiting national parks.

### **Empirical Literature Review**

In tourism studies, the use of new media or digital media such as social media in marketing destinations has been documented by previous scholars (Sahin and Sengun, 2015; Mukherjee and Nagabhushanam, 2016; Tafveez, 2017; Icoz, Kutuk and Icoz, 2018). For example, Sahin and Sengu (2015) advocate that national and international tourism sector should apply developments in the field of media to its marketing activities. In connecting media to tourism, the study by Sahin and Sengun (2015) conducted in Turkey concentrated on the importance of social media in tourism marketing. The use of quantitative survey analysis showed that in Turkey, social media has both positive and negative influences in the tourism sector whereby 33.8% of the surveyed respondents used social media to share information. An example of a positive influence is positive comments about a destination shared on social media whereas the negative influence in the tourism sector is the negative reviews of a destination.

Further literature by Tafveez (2017) investigated on the role of social media in tourism. Tafveez (2017) used a literature review methodological approach and findings suggested that social media plays a significant role in tourism however, most researches focused on the positive side of social media. On the other hand, Icoz et al. (2018) argued that social media influenced decision-making process of consumers in Turkey. Analysis of results using structural equation modelling revealed that for the most of respondents who had university

education (64.2%) and use social media (24.7%), there is a statistically significant relationship between knowledge about tourism and customers intention to share experiences. Whereas these studies (Tafveez, 2017; Icoz et al., 2018) concentrated on media and decision processes as well as share experiences, this paper focuses on new media in particular social media and source markets for domestic tourism.

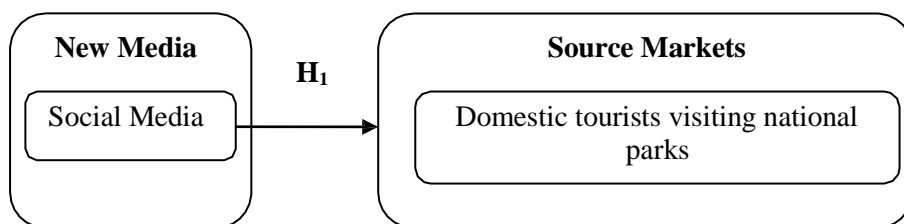
Research in Africa on social media and tourism is evident mostly in South Africa (Matikiti, Mpinganjira and Roberts-Lombard, 2016, 2017; Mhlanga and Tichaawa, 2017). The research by Mhlanga and Tichaawa (2017) determined the influence of social media on customers' experiences in restaurants with t-test results indicating that there were no significant differences in means of customers' experiences in restaurants and social media usage. However, there were significant differences between types of social media such as Facebook and customers' experiences in restaurants for food, beverages, service, ambience level and overall experiences. Another study Matikiti et al. (2017) in South Africa examined social media and tourism by investigating social media marketing by travel agencies and tour operators.

In Tanzania, a lot of efforts are made by tourism authorities to use social media for tourism information to tourists as shown on websites, for example, by Tanzania National Parks (TANAPA) website where tourists are directed to social media links like Facebook for further information about national parks (TANAPA, 2019). Literature on social media and tourism exists but limited. For instance, Mkumbo (2017) explored social media and tourism with main focus on social media and co-creation.

In synthesizing the empirical literature reviewed on social media and tourism, it is clear that the concepts of social media and tourism are documented in studies and reports with most research dealing with international tourists, decision-making process, customer's intention to share experiences, customers' experiences in restaurants, travel agencies, tour operators and co-creation (Matikiti et al., 2017; Mhlanga and Tichaawa, 2017; Mkumbo, 2017; Tafveez, 2017; Icoz et al., 2018). Therefore, to fill the literature gap, this paper is interested in analysing the concepts of new media and source markets for domestic tourism.

### **Conceptual Framework**

The economics of information theory and empirical literature review guided the development of the conceptual framework for this paper. Therefore, Figure 1 shows the independent variable as new media and the dependent variable as source markets. The H1 tests the relationship between social media as a source of information and source markets for domestic tourists visiting national parks.



**Figure 1: Conceptual Framework**

### **Methodology**

Southern Tanzania is the study area for this paper and the selected national parks due to the tourism potential are Mikumi, Udzungwa, and Ruaha. A cross-sectional design with a quantitative approach was used to test the relationship between social media as a source of information and source markets for domestic tourists visiting national parks. Unit of analysis is domestic tourists. Stratified random sampling technique was used due to national parks being in different geographical locations of Morogoro and Iringa. Domestic tourists were selected randomly during data collection. Previous study by Mungai (2011) assisted this paper to adopt and customise media items to measure how domestic tourists source information about national parks. On the other hand, source markets were measured using residence of domestic tourists visiting national parks. Data collection was carried out in December 2014 to January 2015. Descriptive statistics and chi-square test were used to analyse data from 300 respondents.

### **Findings and Discussions**

The findings for characteristics of respondents in Table 1 indicated that on age distribution, the majority of respondents (42%) were between 26 and 35 years with 68.3% being male. The income distribution showed that most respondents earned monthly income of above 300,000 TZS (41.6%) with university education (37.3%) and use social media as a source of information about national parks (27.7%). The results suggest that majority of domestic tourists who visited the selected national parks were mainly middle aged males, earn monthly income above 300,000 TZS, educated and use social media. Therefore, the percentage of social media as a source of information is low and this is due to social media which is still a new media for tourism purposes in the context of Tanzania's domestic tourists visiting Mikumi, Udzungwa and Ruaha national parks.

The findings of this study differ from a study by Icoz et al. (2018) which was conducted in Turkey. The difference is mostly noted in the use of social media whereby in Tanzania, it is slightly higher than Turkey and this is because the



respondents are not from the same geographical area with varying preferences when it comes to sources of information for tourism purposes.

**Table 1: Respondents Characteristics (n=300)**

Characteristics	Percent (%)
Age of Respondents	
Below 18	4.3
18-25	34.3
26-35	42.0
Above 35	19.4
Gender	
Male	68.3
Female	31.7
Monthly Income	
No income	26.7
Below 300,000 TZS	31.7
Above 300,000 TZS	41.6
Education Level of Respondent	
Primary education	7.0
Secondary education	25.7
College	30.0
University	37.3
Social Media	
Not Social Media	72.3
Social Media	27.7

Source: Field data (2014, 2015)

The descriptive statistics for source market distribution in Table 2 reveal that the major source markets for Mikumi National Park are Dar es Salaam (47%), Morogoro (30%), Mbeya (6%) and Arusha (4%); for Udzungwa National Park, the major source markets are Dar es Salaam (54%), Morogoro (27%) and Tanga (11%); and for Ruaha National Park, the major source markets are Iringa (75%) and Dar es Salaam (30%). The results imply that the main source market for Mikumi and Udzungwa National Parks is Dar es Salaam while for Ruaha National Park it is Iringa, and this is due to proximity of the national parks being near to the respective regions.

This further implies that marketing for domestic tourism be maintained for Dar es Salaam and Iringa because these are the largest source markets that contribute domestic tourist arrivals to the selected southern national parks. Other source markets such as Arusha, Bukoba, Dodoma and Zanzibar require more marketing efforts so as to increase domestic tourist arrivals from these unexplored markets.

**Table 2: Source Markets for Mikumi, Udzungwa and Ruaha National Parks**

Source Market	Mikumi National Park (%)	Udzungwa National Park (%)	Ruaha National Park (%)
Dar es Salaam	47	54	20
Morogoro	30	27	3
Iringa	1	4	75
Tanga	3	11	0
Dodoma	2	1	2
Mbeya	6	0	0
Bukoba	1	0	0
Kilimanjaro	3	0	0
Zanzibar	1	0	0
Kagera	1	0	0
Arusha	4	1	0
Lindi	1	1	0
Shinyanga	0	1	0

Source: Field data (2014, 2015)

Table 3 indicate that there is no statistically significant relationship between social media as a source of information and source markets for domestic tourists visiting Mikumi and Ruaha National Parks respectively ( $p=0.156$ ,  $p= 0.091$ ) while there is a statistically significant relationship between social media as a source of information and source markets for domestic tourists visiting Udzungwa National Park ( $p=0.000$ ) and the significance is above small to moderate effect ( $\Phi= 0.561$ , Cramer's  $V=0.561$ ). This means that social media as source of information and source markets for domestic tourists visiting Udzungwa National Park are dependent on each other.

**Table 3: Chi-square Test, Phi and Cramer's V test for Social Media as source of information and source markets**

Mikumi National Park	Value	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.658a	0.156
Phi	0.395	0.156
Cramer's	0.395	0.156
Udzungwa National Park		
Pearson Chi-Square	31.432a	0.000
Phi	0.561	0.000
Cramer's	0.561	0.000
Ruaha National Park		
Pearson Chi-Square	6.471a	0.091
Phi	0.254	0.091
Cramer's	0.254	0.091

Source: Field data (2014, 2015)

## **Conclusion, Implications and Recommendations**

The major source markets for Mikumi National Park are Dar es Salaam, Morogoro and Mbeya; Udzungwa National Park are Dar es Salaam, Morogoro and Tanga while for Ruaha National Park are Iringa and Dar es Salaam. The relationship between social media as a source of information and source markets for domestic tourists visiting Mikumi and Ruaha National Parks is not significant while there is a statistically significant relationship between social media as a source of information for domestic tourists visiting Udzungwa National Park.

Implications are that the significant results extends the application of economics of information theory in the context of social media as a source of information and source markets for domestic tourists visiting Udzungwa National Park in Tanzania. This study recommends stakeholders and policy makers in marketing activities to encourage social media as a new media of information in relation to source markets for the future of domestic tourism. Future researchers can conduct a similar study in other national parks of Tanzania.

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